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POSTER ART

Poster begins its history in 19th century as one of the first form of advertisement. It was linked with invention of lithography, which made this process easy and cheap. Poster art still remains popular.

Interest to posters increases appearance of the Art Nouveau style. While the World War I, the poster became a form of art that could influence history. As it was easy to produce and distribute it was the most important visual media. In the 1960s the wave of new music led to a new interest in posters. It became a way to announce evening events.

The role of the poster has changed over the past century to meet the changing needs of society. Its role is less central than it was 100 years ago, the poster will evolve further as the computer and the Internet.

From advertising to propaganda, the best posters have a capacity to catch attention, to disturb and surprise. Even now they still have the power to shock.

From then to now posters still have same function: they are used to communicate, advertise and encourage us about any important or interesting events and they have to convince us to buy a product. Each poster has to motivate and involve the public to accept an idea, representing the product in a few words.

Nowadays posters are printed in a digital way and can be produced in large numbers. There are a lot of ways to develop an advertising, the traditional way of printing posters, or the modern way with big digital screens in the streets, on the media, print the ad on cars or flyer, or post playbills.

REFERENCES

1. matteocasiraghi.altervista.org